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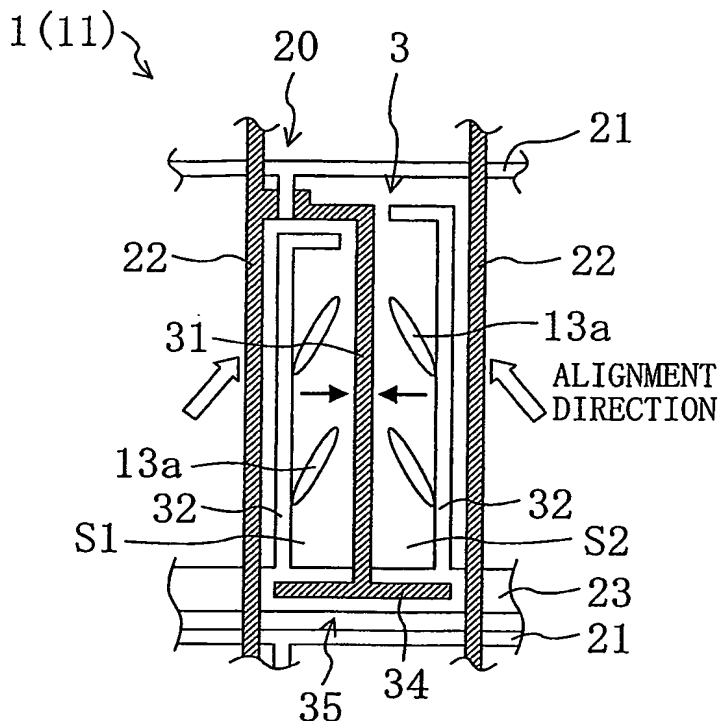
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(54) Title: **LIQUID CRYSTAL DISPLAY DEVICE AND METHOD FOR DRIVING THE SAME**



(57) Abstract: A pixel 3 includes a pixel electrode 31 and opposed electrodes 32 for generating electric fields between a pair of substrates in directions substantially parallel to the substrates and also includes two regions S1 and S2 defined by the pixel electrode 31 and the opposed electrodes 32. The electric fields are generated in the adjacent regions S1 and S2 in opposite directions. A liquid crystal layer has a structure in which a slow axis indicating a refractive-index anisotropy as viewed in a direction normal to the substrates is vertical to the electric-field direction without an application of an electric field whereas slow axis in these regions S1 and S2 rotate about axes normal to the substrates in opposite directions. In this manner, the viewing angle of a liquid crystal display device is increased and coloring is prevented. In addition, the response speed and the aperture ratio are enhanced.



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